

Wisconsin Department of Transportation **Strategic Directions**

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SP-0801



Mission

Vision

Values

**Emphasis
areas**

Mission

Provide leadership in the development and operation of a safe and efficient transportation system.

Vision

Dedicated people creating transportation solutions through innovation and exceptional service.

Values

Accountability

Being individually and collectively responsible for the impact of our actions on resources, the People we serve, and each other.

Attitude

Being positive, supportive and proactive in our words and actions.

Communication

Creating a culture in which people listen and information is shared openly, clearly, and timely—both internally and externally.

Excellence

Providing quality products and services that exceed our customers' expectations by being professional and the best in all we do.

Improvement

Finding innovative and visionary ways to provide better products and services and measure our success.

Integrity

Building trust and confidence in all our relationships through honesty, commitment and the courage to do what is right.

Respect

Creating a culture where we recognize and value the uniqueness of all our customers and each member of our diverse organization through tolerance, compassion, care and courtesy to all.

Teamwork

Creating lasting partnerships and working together to achieve mutual goals.

Emphasis areas

Maintain a quality workforce

The success of the department's programs relies on maintaining a well-trained and diverse workforce. The department must assess replacement and recruitment needs for the next five years and ensure that managers and staff experts provide the training, guidance, direction and mentoring necessary to lead the department to meet future needs. Employee initiative must be encouraged and recognized. While maintaining a high-quality workforce, we must seek and value the expression of diverse perspectives and foster an organizational culture that is tolerant, recognizes individual differences and actively recruits and prepares a diverse population for advancement.

Anticipate and meet our customers' needs

As a public agency, our primary customers are the residents of Wisconsin, whose resources support our programs. The department must strive to understand what the public values and deliver products and services that reflect those values and meet needs. Although the needs of individuals should be considered, they must be balanced with those of society. The department will continue the implementation of performance measures in terms that are meaningful to our customers to further public accountability and enhance the efficient use of resources.

Increase efficiency

We have an obligation to develop processes that result in cost-effective products and services for our

customers. We must maximize the ability of the existing infrastructure to serve transportation demand. We must encourage teamwork and innovation. We must continually improve the management, evaluation and deployment of technology. We must monitor our costs and output and be responsible stewards.

Promote transportation safety

The department will use education, engineering, enforcement and regulatory tools to reduce crashes, injuries and fatalities.

Support multi-modal transportation through long-range planning

The mobility of Wisconsin's people and products depends upon an integrated transportation network offering modal choice. Recognizing the role of various transportation modes, we must promote their use where they are most appropriate. As we promote and implement modal options, our decisions will be balanced to reflect a wide range of societal values.

Strengthen partnerships

In nearly every one of the department's programs, success is dependent upon both internal cooperation and the support, cooperation and efforts of people and organizations outside of the DOT. To best serve our customers, we must build and strengthen the partnerships within the department, with local governments and planning agencies, other state and federal agencies and private sector organizations. In each case, mutual and complementary goals must be identified, understood and emphasized and working relationships improved.